

1 **WHAT IS CLAIMED IS:**

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3 1. A computer program for marketing an artist, the computer program
4 comprising a main navigational window having a plurality of buttons for opening additional
5 windows, the plurality of buttons including an artists button and an avenues button, wherein
6 the artists button opens an artists window having data fields for information relating to
7 particular artists and the avenues button opens an avenues window having data fields for
8 information relating to different avenues of marketing.
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10 2. The computer program according to claim 1, wherein the avenues window
11 provides access to data fields relating to radio, retail, media, and venues.
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13 3. The computer program according to claim 1, wherein the avenues window
14 includes a radio button for opening a radio window having data fields for information
15 relating to a radio station, a retail button for opening a retail window having data fields for
16 information relating to a retail outlet, a media button for opening a media window having
17 data fields for information relating to media, and a venue button for opening a venue
18 window having data fields for information relating to a venue.
19

20 4. The computer program according to claim 1, wherein the artists window
21 provides access to data fields relating to a particular artist, members associated with the
22 particular artist, and products associated with a particular artist.
23

24 5. The computer program according to claim 4, wherein the artists window
25 provides access to data fields relating to tour dates associated with the particular artist, and
26 an itinerary associated with the particular artist.
27

6. The computer program according to claim 5, wherein the artists window provides access to data fields relating to biographical information associated with the particular artist, and association affiliations associated with the particular artist.

7. The computer program according to claim 5, wherein the artists window provides access to data fields relating to notes associated with the particular artist.

8. The computer program according to claim 1, wherein the artists window includes an artists tab for opening a window layer having data fields for information relating to a particular artist, a members tab for opening a window layer having data fields for information relating to members associated with the particular artist, and a products tab for opening a window layer having data fields for information relating to products associated with a particular artist.

9. The computer program according to claim 8, wherein the artists window includes a tour dates tab for opening a window layer having data fields for information relating to tour dates associated with the particular artist, and an itinerary tab for opening a window layer having data fields for information relating to an itinerary associated with the particular artist.

10. The computer program according to claim 9, wherein the artists window includes a biography tab for opening a window layer having data fields for information relating to a biography associated with the particular artist, and an affiliations for opening a window layer having data fields for information relating to association affiliations associated with the particular artist.

11. The computer program according to claim 9, wherein the artists window includes a notes tab for opening a window layer having data fields for information relating to notes associated with the particular artist.

1 information relating to parameters of a search of stored data and the data fields of the search
2 window are adjusted according to a selected avenue of marketing including radio, retail,
3 media, and venue.

20. A computer program for marketing an artist, the computer program comprising a main navigational window having a plurality of buttons for opening additional windows, the plurality of buttons including an avenues button, wherein the avenues button opens an avenues window providing access to data fields for information relating to different avenues of marketing including radio, retail, media, and venues.